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0015 66-2793

66-2453
29 MAY 1966

MEMORANDUM FOR: Deputy Director of Central Intelligence
SUBJECT: 1966 Recruitment Brochure

1. This memorandum suggests action on the part of the DDCI; this action is contained in paragraph 5.

2. The attached letter and proposed recruitment brochure text from Earl Newsom and Company, Inc., have been studied by key representatives of the Director of Personnel, who is currently on TDY in the Far East.

3. Recognizing that certain administrative sections need tightening, I have asked the Office of Personnel to undertake this action. My question of you, therefore, is one of policy.

4. The Newsom text is admirably responsive to the college senior or graduate student whose common complaint today is that, essentially, "all brochures tend to applaud the virtues of the company but say little or nothing about the nature of the work." We have been guilty of this shortcoming ourselves, in my opinion, in the brochures we have produced in years past.

5. We need your advice, therefore, as to whether the lively text that Newsom has provided can pass policy muster. If not, would you be good enough to indicate the editing that is required.

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6. We then would bring the revised draft to you for approval before returning it to Newsom for illustration and technical preparation for printing. We are aiming at August production



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Alan M. Warfield
Acting Deputy Director
for Support

2 Atts

Att 1: Ltr dtd 20 May 66 to
Mr. Warfield from



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Att 2: Draft of Proposed
Brochure Text

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